

Fashion Calendar

1949

ISSUE:
1/31/49

JANUARY

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RUTH FINLEY, Editor

FRANCES HUGHES, Associate Editor

44 WEST 52nd STREET • NEW YORK 19

ELdorado 5-3693

A WEEKLY PUBLICATION

FASHION CALENDAR

Note: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, JANUARY 28, 1949</u>			
Friday Jan. 28 12:00 Noon Luncheon	PRESS SHOWING OF SUMMER FASHIONS Sylvan Rich will present his Summer collection of Martini Diminutives and Martini Designed Fashions to the N.Y. press during luncheon. Attendance by invitation only. Showings for the trade at 1:00 P.M. daily beginning Monday, Jan. 31. Publicity: Mildred Kaldor, MU. 9-5420.	MARTINI DIMINUTIVES & MARTINI DESIGNED, INC.	498 SEVENTH AVENUE SHOWROOM
Friday Jan. 28 4:00 P.M.- 6:00 P.M. Cocktails	RECEPTION FOR DuBARRY ACHIEVEMENT WINNER Press reception for DuBarry Award Winner, an Army Captain's wife who was in Tokyo with her husband, and achieved desired results after taking DuBarry Success Course. Attendance by invitation. Publicity: George Peabody Associates, PL. 5-2400.	DuBARRY SUCCESS SCHOOL (RICHARD HUDNUT)	WALDORF-ASTORIA PRIVATE SUITE

WEEK BEGINNING MONDAY, JANUARY 31, 1949

Monday Jan. 31 2:00 P.M.- 5:00 P.M.	PREVIEW: EXHIBITION OF THEATRICAL DESIGN "Behind American Footlights", an exhibition of theatrical designs during the last 100 years including stage models, drawings of costumes and scenery, costumes, photographs and prints. Contemporary costumes will be set up on miniature stages with painted curtains. Press preview on Mon. Jan. 31. Preview for members of museum and costume institute on evening of Thursday, Feb. 3, by invitation. Open to public beginning Friday, Feb. 4. Publicity: Lillian Green, RH. 4-7690.	METROPOLITAN MUSEUM OF ART -- COSTUME INST.	5TH AVENUE & 82ND ST.
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OPENING OF SUMMER LINES BY THE SPORTSWEAR GUILD

<u>MONDAY, JAN. 31</u>			
Star-Maid Dresses,	10:30 A.M. & 2:30 P.M. daily.	498 7th,	PE. 6-0444.
<u>TUESDAY, FEB. 1</u>			
Adler & Adler,	10:30 A.M. & 2:30 P.M. daily.	550 7th,	CH. 4-6630.
Sport-Craft, (opening)	2:30 P.M.; 10:30 A.M. & 2:30 P.M.	550 7th,	LA. 4-9274.
<u>WEDNESDAY, FEB. 2</u>			
Davidow Sportswear,	2:30 P.M. daily.	550 7th,	PE. 6-6909.
David M. Goodstein,	10:30 A.M. & 2:30 P.M. daily.	550 7th,	LA. 4-2577.
Kane-Weill,	10:30 A.M. & 2:30 P.M. daily.	498 7th,	LO. 5-3041.
Mutual-Rosenbloom,	2:30 P.M. (opening) 10:45 A.M. & 2:30 P.M. daily.	498 7th,	CH. 4-6221.
<u>THURSDAY, FEB. 3</u>			
Charles W. Nudelman,	10:30 A.M. daily.	550 7th,	LA. 4-1254.
Zoltan Rosenberg, (opening)	2:30 P.M.; 10:30 A.M. & 2:30 P.M.	550 7th,	LA. 4-6691.

Tuesday Feb. 1 1:00 P.M. Luncheon	"HATS IN BLOOM" - LUNCHEON SHOW Presentation of Paulyne Holt's Spring Millinery Collection, designed by M. Jean de Baudouin, recently of Paris. Press by invitation. Public by reservation. Ritz Publ.: Marion Morrison, PL. 3-4600.	PAULYNE HOLT (328 PARK AVENUE)	RITZ CARLTON HOTEL OVAL ROOM
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Feb. 1 12:15 P.M. Luncheon	"MARCH OF DIMES" FASHION SHOW Fifth annual "March of Dimes" fashion show, "Scenes of Spring", presented for the benefit of the National Foundation for Infantile Paralysis, with fashions from N.Y. Dress Institute Couture Group. Fashions from Hansen Bang; Anthony Blotta; Bruno of Spectator Sports; Capri Originals; Hattie Carnegie; Oleg Cassini; Ceil Chapman; Jo Copeland of Patullo Modes; Deitsch, Wersba & Coppola; Jane Derby; Christian Dior; Foxbrownie; Joseph Halpert; Samuel Kass; Tina Leser; Claire McCardell; Philip Mangone; Anna Miller; Monte Sano and Pruzan; Mildred O'Quinn; Clare Potter of Charles Nudelman; Ben Reig; Maurice Rentner; Nettie Rosenstein; Frances Sider; Adele Simpson; Herbert Sondheim; Trigere; Joset Walker of David M. Goodstein; Joseph Whitehead; Zuckerman & Kraus. Also, Adrian; Henri Bendel; Fira Benenson; Bergdorf Goodman; Bonwit Teller; Castillo of Elizabeth Arden; Lilly Dache; Charles James; Jay Thorpe; Milgrim; Carrie Munn; Sophie of Saks Fifth Avenue; Stein & Blain. Staged by Lester Gaba. Script by Inez Robb. Reservations: \$25.00 per person. Contact: Mrs. Allan A. Ryan or Mrs. Corinne Schwab, Nat'l Foundation, 120 Broadway, BE. 3-0500. Press by invitation. Publicity: Eleanor Lambert, PL.5-8580.	NEW YORK DRESS INSTITUTE	WALDORF-ASTORIA GRAND BALLROOM
Beginning Tuesday Feb. 1 4:00 P.M.	PRESENTATION OF SUMMER COLLECTION Sam Friedlander will present his Summer collection, designed by Sara Ripault, to the press and trade on Tuesday, Feb. 1 at 4:00 P.M. and daily thereafter at the same time through Feb. 8. By invitation only. Publicity: Mildred Kaldor, MU. 9-5420.	SAM FRIEDLANDER	530 SEVENTH AVENUE SHOWROOM
Beginning Tuesday Feb. 1	SHOWING OF SUMMER COLLECTION Rose Barrack will present her Summer collection beginning Tuesday, Feb. 1, at continuous showings. Contact: CH. 4-4190.	ROSE BARRACK, INC.	530 SEVENTH AVENUE SHOWROOM
Beginning Tuesday Feb. 1 10:30 A.M.	OPENING OF SUMMER COLLECTION Maria Krum will present her complete collection for Spring and Summer at 10:30 A.M. on Tuesday, Feb. 1, and daily thereafter at 10:30 A.M. Contact: Julie O'Sullivan, CI. 7-3060.	MARIA KRUM	41 WEST 56TH STREET SHOWROOM
Wednesday Feb. 2 12:15 P.M. Luncheon	MEMBERS MONTHLY LUNCHEON MEETING "Market Forecast" with a discussion of "Incoming Fashions in Income" by Sylvia F. Porter, Financial Editor, N.Y. Post Home News. "Merchandising in A Buyers' Market" will be the subject of Richard Bond, Vice Pres. in Charge of Merchandising, John Wanamaker, Phila. Program Chmn.: Gertrude Bailey. Price (including tax and tip): \$3.25 for members; \$3.75 for guests. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Wednesday Feb. 2 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Presentation of dresses, suits and coats by Edith Small of California. These fashions will be available at Milgrim's and Bonwit Teller. Hats from John Frederics. Press by invitation. Public by reservation; contact: "Francois", Cotillion Room headwaiter, TE. 8-8000. Publicity for Edith Small: Mary Marsh, PL. 7-3770. Hotel Pierre Fashion Publicity: Mrs. Herbert MacGrey Hanscom, TE. 8-8000.	EDITH SMALL OF CALIFORNIA	HOTEL PIERRE COTILLION ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Feb. 2 4:00 P.M. Cocktails	STARCHED COTTONS BY LEADING DESIGNERS "Fashion Accents Crisp", fashion show by Linit Starch, presenting advance 1949 Summer cotton fashions by the following American designers: Miss L. Brogan, Ceil Chapman, Dorothy Cox, Jane Derby, Nelly Don, Dorian, Iris, Tina Leser, Claire McCardell, Margaret Newman, Pat Premo, Nettie Rosenstein, Frances Sider, Carolyn Schnurer, Herbert Sondheim, Thea Tewi, Pauline Trigere, Joset Walker. Showing promptly at 5:00 P.M. Attendance by invitation only. Coordinator: William J. McKenna, Jr., C.L. Miller Co., MU. 2-1010. Publicity: Eileen Kassell, Bert Novins, Inc., WI. 7-9715.	LINIT DIVISION OF CORN PRODUCTS CO.	WALDORF-ASTORIA GRAND BALLROOM
Beginning Wednesday Feb. 2	OPENING OF SUMMER COLLECTION Presentation of Summer collection at 10:30 A.M. and 2:30 P.M. daily. For press appointments, contact: Gladys Steiner, Lester Harrison, MU. 9-1630.	PAUL PARNES	498 SEVENTH AVENUE SHOWROOM
Thursday Feb. 3 9:00 A.M. Breakfast	PRESS PREVIEW OF SUMMER COLLECTION Collection of Seashore dresses, twilight gowns and blouses, featuring new fabrics and the "continental silhouette" will be presented during breakfast. Attendance by invitation. Contact: Leonard Esterman, CH. 4-2617.	MILMONT ORIGINALS	530 SEVENTH AVENUE SHOWROOM - 11TH FL.
Thursday Feb. 3 12:30 P.M. Luncheon	LUNCHEON PREVIEW OF SUMMER COLLECTION Fashion show for press and trade of Margaret Newman's "Round-the-Clock" Summer collection, featuring bathing suits, slacks, spectator sport dresses, sunbacks and cocktail dresses. By invitation only. Continuous showings for trade, beginning Friday, Feb. 4, from 10:00 A.M. to 4:00 P.M. at showroom, 25 West 57th St. Contact: Ann Rabin, MU. 8-3823.	MARGARET NEWMAN	HOTEL PIERRE GRAND BALLROOM
Thursday Feb. 3 1:00 P.M. Luncheon	CUSTOM-ORDER FASHIONS AT LUNCHEON SHOW Zoe de Salle will present her Spring custom-order fashions during luncheon. Press by invitation. Public by reservation; contact: Evelyn Parker, PL. 9-3000, Ext. 176. Zoe de Salle Contact: Georgette Higginson, PL. 3-0396. Hotel Plaza Fashion Publicity: Mary Alice Rice, CI. 6-1790.	ZOE DE SALLE (18 EAST 53RD ST.)	HOTEL PLAZA TERRACE ROOM
Thursday Feb. 3 4:30 P.M. Champagne	PRESS PREVIEW OF SUMMER COLLECTION Adler & Adler will present their "Summer Sun" collection to the press. Attendance by invitation only. Contact: Paul Adler, CH. 4-6630.	ADLER & ADLER	550 SEVENTH AVENUE SHOWROOM
Beginning Thursday Feb. 3	"SUN SHAPES" --OPENING OF SUMMER COLLECTION Complete summer wardrobes, including bathing suits, beachwear, sun dresses, play clothes, separates and blouses by Frances Sider, Inc., and Sunclothes, Inc. will be presented daily at continuous showings, beginning at 10:30 A.M. Publicity: Terry Mason, LO. 4-3323.	FRANCES SIDER, INC.; SUNCLOTHES, INC.	1384 BROADWAY SHOWROOM - 24 th
Beginning Thursday Feb. 3	OPENING OF SUMMER COLLECTION Carolyn Schnurer will present her Summer collection daily at 10:30 A.M.; and 12:30 P.M. (box luncheon). (Note change of date). For luncheon reservation, contact: Virginia White, CH. 4-8446.	CAROLYN SCHNURER	1410 BROADWAY 17TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Thursday Feb. 3	SCHEDULE OF PARIS COUTURE OPENINGS Couture showings in Paris are scheduled as follows: <u>Feb. 3:</u> Balmain, Bernard, Bruyere, Chaumont, Desses, Drecoll, Maguy, Manguin, Rochas, Worth. <u>Feb. 4:</u> Balenciaga, Fath, Gres, Paquin, Ricci, Schiaparelli. <u>Feb. 5:</u> Clarence, Griffe, Molyneux, Montaigne, Rouff. <u>Feb. 7:</u> Baillie, Boue Soeurs, Carpentier, Carven, Geroy, Hermes, Raphael. <u>Feb. 8:</u> Benoit, Dior, Heim, Lafaurie, Landowska, Patou, Piguet. <u>Feb. 9:</u> Bourgade, Calixte, Carmine, de Rauch, Dormoy, Lanvin, Levon, a la Pensee Renal. <u>Feb. 10:</u> Bader, Constant, Sylvain. <u>Feb. 11:</u> Ardanse, Borea, Lecomte. <u>Feb. 14:</u> Dupouy. <u>Feb. 15:</u> Beaujeu, Nino. <u>Feb. 16:</u> Vramant. <u>Feb. 17:</u> Chauvel. <u>Feb. 18:</u> Gabrielle. <u>March 2:</u> Georges. Contact: P. Caldagues, #102 Rue Faubourg, St. Honore, Paris.	CHAMBRE SYNDICALE DE LA COUTURE DE PARIS	PARIS, FRANCE

Friday Feb. 4 12:00 Noon Luncheon	PREVIEW OF SUMMER COLLECTION FOR PRESS Preview of Summer Collection of misses fashions by Hannah Troy. Luncheon will be served after the show. Attendance by invitation only. Publicity: Gladys Steiner, Lester Harrison, Inc., MU. 9-1630.	HANNAH TROY	530 SEVENTH AVENUE SHOWROOM
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Friday Feb. 4 3:30 P.M. Cocktails	PRESS PREVIEW OF SUMMER COLLECTION Preview for the local press of Summer collection of through-the-day-fashions for the petite misses, five feet five and under, presented by Varden Petite at a cocktail party. Attendance by invitation only. Publicity: Molly Appleby, PE. 6-5460.	VARDEN PETITE	530 SEVENTH AVENUE SHOWROOM - 8TH FL.
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Feb. 6 BOY SCOUT ANNIVERSARY WEEK. (Feb. 6 - Feb. 12).

Beginning Monday Feb. 7	FOGA TO SHOW SUMMER LINES The FOGA Summer openings follow: <u>MONDAY, FEBRUARY 7</u> Ben Barrack, Inc. Carlye Dress Corp. Deitsch, Wersba & Coppola, Inc. A. Goodman & Co., Inc. Horwitz & Duberman, Inc. International Dress Co., Inc. Mary Lee, Inc. Paul Sachs Originals, Inc. Martin Simon, Inc. Janet Taylor <u>WEDNESDAY, FEBRUARY 9</u> Fox-Brownie, Inc. Ed Gerrick, Inc. Joseph Halpert, Inc. Charles Lang, Inc.	FASHION ORIGINATORS' GUILD OF AMERICA, INC. <u>TUESDAY, FEBRUARY 8</u> Fred Greenberg Dress Co., Inc. Junior League Frocks, Inc. Parnis-Livingston, Inc. Ben Reig, Inc. C.H.D. Robbins, Co. Rudolf Gowns Herbert Sondheim, Inc. Hannah Troy <u>THURSDAY, FEBRUARY 10</u> William Bass Dress Co. Capri Frocks, Inc. Kaplan & Grabois David Leonard & Levine Frank Starr, Inc. <u>FRIDAY, FEBRUARY 11</u> Hansen Bang, Inc.	MANUFACTURERS' SHOWROOMS
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Publicity: Leonard W. Gendler, Exec. Secy., CH. 4-6945.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Feb. 7 2:30 P.M.	PREVIEW: AIR FASHIONS IN NEEDLEPOINT Press preview by cooperating stores of new Jolles Needlepoint Fashions in luggage and handbags, ideal for air travel, presented aboard an Eastern Airlines Constellation during flight. Air travel suits and coats from Donnybrook; travel blouses by Vanity. Kresge-Newark will cooperate with this show. Attendance by invitation only. Kresge-Newark Publicity: Dorothy Armbruster, Mitchell 2-8000, Ext. 395. Coordinator of Publicity: Dee T. Bass, MU. 3-0844.	DEPARTMENT STORES	EASTERN AIRLINES TERM.- NEWARK, N.J.
Beginning Monday Feb. 7	OPENING OF SUMMER COLLECTION Special Summer collection of new tissue thin cottons, damask weaves, piques, gingham, linens, silk serge, surah in a series of town and country fashions. Showings daily at 9:30 A.M. and 1:30 P.M. Contact: LA. 4-9544.	KENNETH TISCHLER	108 WEST 39TH ST. SHOWROOM
Tuesday Feb. 8 1:00 P.M. Luncheon	"FASHIONS FOR TALL GALS" AT LUNCHEON "Hitting a New High"--Spring collection of "clothes for tall gals" will be presented by Peg Newton during luncheon. Press by invitation. Public by reservation; contact: PL. 3-4600, Ext. 20. Peg Newton Publicity: Donna Cannon, LE. 2-1952. Ritz Fashion Publ.: Marion Morrison, PL. 3-4600.	PEG NEWTON	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Feb. 8 3:30 P.M. Tea	SHOWING OF SPRING SPORTSWEAR COLLECTION Tina Leser will present a showing of sportswear for Spring. Open to public. Publicity for Cardinal: Carol Graham, PL. 9-3408.	TINA LESER	CARDINAL RESTAURANT 212 WEST 57TH ST.
Beginning Tuesday Feb. 8	OPENING OF SUMMER COLLECTION Hannah Troy's Summer collection will be presented to the trade daily at 10:30 A.M. and 2:30 P.M. Contact: LO. 3-0488.	HANNAH TROY	530 SEVENTH AVENUE SHOWROOM
Wednesday Feb. 9 12:00 Noon- 5:00 P.M. Cocktails	OPENING OF SHOWROOM WITH NEW COLLECTION Initial showing of Spring and Summer inexpensive women's dresses in cotton and novelty fabrics at an open house celebration. Attendance by invitation. Publicity: Jane Waldenburgh, Hickory Associates, MU. 7-9274.	DERWIN-FRANKEL, INC.	1375 BROADWAY SHOWROOM
Wednesday Feb. 9 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Arnold Constable will present coats and suits, daytime, cocktail and evening fashions for Spring during luncheon. Press by invitation. Public by reservation; contact: "Frank", Sert Room headwaiter, EL. 5-3000. Arnold Constable Publicity: Lynn Casey, MU. 5-2300, Ext. 271. Ted Saucier Publicity Office, Annette Goodrich, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA SERT ROOM
Wednesday Feb. 9 4:00 P.M. Cocktails	PREVIEW OF SUMMER COLLECTION Ladycraft will present their Spring and Summer collection of women's dresses at a cocktail party for press and trade. By invitation only. Publicity: Donna Cannon, LE. 2-1952.	LADYCRAFT DRESSES	1400 BROADWAY SHOWROOM-6TH FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Feb. 9 4:30 P.M.- 6:30 P.M. Cocktails	FINAL JUDGING OF FASHION DESIGN CONTEST Winning garments in Dan River's first Fashion Design Contest will be selected by a distinguished board of judges from the fashion world. <u>Judging promptly at 5:00 P.M.</u> Attendance by invitation only. Contact: Christine Ecker, Dan River Mills, DI. 9-1100.	DAN RIVER MILLS	RAINBOW ROOM 30 ROCKEFELLER PLAZA
Thursday Feb. 10 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Rosette Pennington will present Spring fashions during luncheon. Press by invitation. Public by reservation; contact: Evelyn Parker, PL. 9-3000, Ext. 176. Hotel Plaza Fashion Publicity: Mary Alice Rice, CI. 6-1790.	ROSETTE PENNINGTON	HOTEL PLAZA TERRACE ROOM
Thursday Feb. 10 4:00 P.M.	PRESENTATION OF NEW ZIPPER Kee Zipper will present its revolutionary new Kee Zipper in a two-part play and fashion show. Gowns by Larry Aldrich, Rose Barrack, Duchess Royal, Gardner Corp., Gothe, Tina Leser, Pattullo, Jacquelyn Ross, Carolyn Schnurer, Trigere, Anthony Blotta, Fox-Brownie. Attendance by invitation only. Publicity: Donna Cannon, LE. 2-1952.	KEE ZIPPER COMPANY	HOTEL PLAZA TERRACE ROOM
Beginning Thursday Feb. 10	SUMMER COLLECTION BY TED SHORE Showing for the trade and press, at 10:30 A.M. and 2:30 P.M. of Summer line of afternoon, dinner, and evening gowns designed by Ted Shore, in a varied collection of interesting fabrics. Contact: Marion Auley, LA. 4-7690.	FRANK STARR INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FL.
Beginning Thursday Feb. 10	OPENING OF SUMMER COLLECTION Coordinated separates, playclothes and cotton dresses will be presented in a Summer collection by Kay Arnold at continuous showings. Publicity: Claire A. Wolff, LO. 4-7230. Kay Arnold Contact: Mr. A. Freedman, LO. 3-6315.	KAY ARNOLD	36 WEST 34TH STREET SHOWROOM - 3RD FL.
Monday Feb. 14 3:30 P.M.	HAIR AND HAT FASHION SHOW Victor Vito will present a fashion show to illustrate the coordination of hair and hat fashions, with millinery by: Anita Andra, Betmar, Earl Farrington, John Frederics, Mago Hayes, Madcaps, Suzy, Eve Tartar, Jeanne Tete. Attendance by invitation. Publicity: Marjorie O'Shaughnessy, PL. 3-6905.	VICTOR VITO	GOTHAM HOTEL BALLROOM
Tuesday Feb. 15 1:00 P.M. Luncheon	WRINKLE-RESISTANT COTTON FASHION SHOW Mary Lewis will present Wrinkle-Resistant Spring and Summer cottons, made possible by Monsanto Chemical Company's Resloom. Press by invitation. Public by reservation; contact: PL. 3-4600, Ext. 20. Mary Lewis Publicity: Rosemary Sheehan, CI. 7-8060. Ritz Fashion Publicity: Marion Morrison, PL. 3-4600.	MARY LEWIS	RITZ CARLTON HOTEL OVAL ROOM
Tuesday Feb. 15 3:00 P.M. Cocktails	PRESS PREVIEW OF SUITS, COATS, FURS "Femininity in Springtime" -- I. J. Fox will present a new collection of Spring suits, coats, and "little furs" to the press. Attendance by invitation only. Publicity: Bert Nevins, Inc., WI. 7-9715.	I. J. FOX	393 FIFTH AVENUE IMPERIAL SALON

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Feb. 16 1:00 P.M. Luncheon	MILLINERY AND FURS AT LUNCHEON SHOW "Head and Shoulders in Spring" -- Russeks will present a new collection of its Pink Room Millinery and Design Studio Furs at a luncheon show. Press by invitation. Public by reservation; contact: "Frank", Sert Room headwaiter, EL. 5-3000. Russeks Publicity: Helen Moran, WI. 7-1900. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	RUSSEKS FIFTH AVENUE	WALDORF-ASTORIA SERT ROOM
Wednesday Feb. 16 4:00 P.M. Cocktails	PREVIEW: CALIFORNIA CUSTOM-MADE FASHIONS Cocktail party for the press, to present couturiere Jacquelyn Ross and her collection of Spring and Summer fashions. Attendance by invitation only. Publicity: Donna Cannon, LE. 2-1952.	JACQUELYN ROSS OF CALIFORNIA	HAMPSHIRE HOUSE COTTAGE
Thursday Feb. 17 10:00 A.M. Breakfast	PREVIEW: TEENTIMERS SPRING "OHRIGINALS" "Teentimer Sweet Spring Fortunes", preview of fashions for teens featuring imported cottons and interpretations of the "Flapper Look". Attendance by invitation. Gimbel's Publicity: Terry Mayer, LO. 5-1500. Teentimer Publicity: Rhoda Ring, CH. 4-7664.	GIMBELS	5TH FLOOR HIGH SCHOOL SHOP
Thursday Feb. 17 12:15 P.M. Luncheon	COSMETICS DIVISION LUNCHEON MEETING Subject: "What's What With The Fragrance Industry?" Advertising, promotion and editorial angles will be discussed by a panel of fourteen beauty editors. Interlocutor: H. Gregory Thomas, President of Chanel. Chairman Cosmetic Div.: Helen Van Slyke. Price (including tax and tip): \$3.25 for members; \$3.75 for guests. Contact: The Fashion Group, Inc., CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE BALLROOM
Thursday Feb. 17 1:00 P.M. Luncheon	KENETH HOPKINS HATS AT LUNCHEON SHOW Gunther will present a luncheon fashion show featuring Keneth Hopkins Hats. Press by invitation. Public by reservation; contact: Evelyn Parker, PL. 9-3000, Ext. 176. Gunther Publicity: Nona James, VO. 5-3440. Hotel Plaza Fashion Publicity: Mary Alice Rice, CI. 6-1790.	GUNTHER	HOTEL PLAZA TERRACE ROOM
Thursday Feb. 17 4:30 P.M.- 6:00 P.M. Cocktails	PREVIEW OF SPRING AND SUMMER FASHIONS Preview of suits, afternoon and evening dresses, including a complete bridal trousseau by Callot Soeurs of Paris. By invitation only. Publicity: Mary Marsh, MU. 5-6280.	CALLOT SOEURS OF PARIS	HOTEL BILTMORE MUSIC ROOM
Monday Feb. 21 9:30 A.M. Breakfast	PREVIEW: CUSTOM-MADE FASHIONS FOR SPRING Press preview of Knize's new women's department on the second floor and custom-made originals for Spring. Attendance by invitation only. Publicity: Mary Alice Rice, CI. 6-1790.	KNIZE	24 EAST 56TH STREET
Tuesday Feb. 22 3:30 P.M. Tea	SHOWING OF FASHIONS FOR SPRING Presentation of Spring fashions by Rose Barrack. Open to public. Publicity for Cardinal: Carol Graham, PL. 9-3408.	ROSE BARRACK	CARDINAL RESTAURANT 212 WEST 57TH ST.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Feb. 22	GEORGE WASHINGTON'S BIRTHDAY (Tuesday) -- Legal Holiday.		
Wednesday Feb. 23 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW Milgrim will present Spring millinery fashions at a luncheon show. Press by invitation. Public by reservation; Contact: "Frank", Sert Room headwaiter, EL. 5-3000. Milgrim Publicity: Ruth Waltz, CI. 7-7200. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	MILGRIM	WALDORF-ASTORIA SERT ROOM
Wednesday Feb. 23 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Callot Soeurs of Paris will present afternoon and evening fashions during luncheon. Press by invitation. Public by reservation. Contact: "Francois", Cotillion Room headwaiter, TE. 8-8000. Callot Soeurs Publicity: Mary Marsh, MU. 5-6280. Hotel Pierre Fashion Publicity: Mrs. Herbert MacGrey Hanscom, TE. 8-8000.	CAILOT SOEURS OF PARIS	HOTEL PIERRE COTILLION ROOM
Wednesday Feb. 23 1:15 P.M. Luncheon	SPRING AND RESORT FASHION SHOW Arkay, Margot and Junior Formals will present their Spring and Resort collections of dresses to 600 members of the Kadimah Group Hadassah during "Luncheon With Maggi McNellis and Herb Sheldon". Attendance by ticket only. Commentator: Maggi McNellis. Publ.: Helen Keye, LO. 5-2626.	ARKAY JR.; MARGOT DRESSES; JUNIOR FORMALS	LATIN QUARTER 200 WEST 48TH STREET

PRESS OPENINGS: SPRING CUSTOM-ORDER COLLECTIONS
PREVIEWS OF CUSTOM-ORDER SPRING COLLECTIONS ARE FOR MEMBERS
OF THE PRESS WHO HAVE BEEN SPECIFICALLY NOTIFIED AND INVITED

Wednesday Feb. 23	<u>ELIZABETH ARDEN</u> At 3:00 P.M.	691 FIFTH AVE. (Designed by Castillo)	PUBL.: DINA DORÉ	PL. 3-3410
Thursday Feb. 24	<u>OLDRIC ROYCE</u> At 11:00 A.M.	18 EAST 52ND ST.	PUBL.: ELIZABETH MAHER	EL. 5-4248
Thursday Feb. 24	<u>JAY THORPE</u> At 2:30 P.M.	29 WEST 57TH ST.	PUBL.: VIOLA SHEFER	PL. 3-3173
Monday Feb. 28	<u>MILGRIM</u> At 11:00 A.M.	6 WEST 57TH ST.	PUBL.: RUTH WALTZ	CI. 7-7200
Monday Feb. 28	<u>SAKS FIFTH AVE.</u> At 3:00 P.M.	611 FIFTH AVE.	PUBL.: HELEN KAUPER	PL. 3-4000
Tuesday March 1	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	754 FIFTH AVE.	PUBL.: FLORENCE NEFF	PL. 3-7300
Wednesday March 2	<u>HENRI BENDEL</u> At 11:00 A.M.	10 WEST 57TH ST.	PUBL.: FRANCES ANDERSON	CI. 7-1100
Wednesday March 2	<u>STEIN & BLAINE</u> At 3:00 P.M.	15 WEST 57TH ST.	PUBL.: ELEANOR LAMBERT	PL. 5-8580
Thursday March 3	<u>BONWIT TELLER</u> At 3:00 P.M.	721 FIFTH AVE.	PUBL.: CAROLYN HAIGHT	EL. 5-6300

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Feb. 24 1:00 P.M. Luncheon	SPRING MILLINERY AT LUNCHEON SHOW Presentation of Eve Tartar's Spring Millinery during luncheon. Press by invitation. Public by reservation; contact: Evelyn Parker, PL. 9-3000, Ext. 176. Hotel Plaza Fashion Publicity: Mary Alice Rice, CI. 6-1790.	EVE TARTAR	HOTEL PLAZA PERSIAN ROOM
Tuesday March 1 10:00 A.M.	SPRING AND SUMMER FASHIONS BY ADRIAN Gunther will present a showing of Spring and Summer fashions by Adrian. Press showing on Tuesday, March 1, at 10:00 A.M., by invitation only. Customer showings on Tuesday, March 1, at 3:00 P.M.; and Wednesday, March 2, at 11:00 A.M. and 3:00 P.M. Gunther Publicity: Nona James, VO. 5-3440.	GUNTHER	666 FIFTH AVENUE ADRIAN ROOM, 3RD FL.
Tuesday March 1 3:00 P.M.	SPRING FASHION PRESENTATION Press showing of coats, suits and dresses at Saks 34th. By invitation only. Publicity: Frances Eisner, LA. 4-7000, Ext. 445.	SAKS 34TH ST.	3RD FLOOR BALCONY
Wednesday March 2 9:15 A.M. Breakfast	PRESS BREAKFAST AND FASHION SHOW Preview of Macy's new Spring fashions will be presented at the semi-annual breakfast for the press. Attendance by invitation only. Publicity: Helen Law, CH. 4-2000, Ext. 2431.	MACYS - NEW YORK	13TH FLOOR EXEC. DINING ROOM
Wednesday March 2 2:30 P.M.	"SPRING FASHIONS FOR THE ENTIRE FAMILY" Suits, coats, dresses and accessories for children, teens, misses and women will be presented at Martin's. Open to public. Publicity: Kay Connelly, TR. 5-3100.	MARTIN'S (BROOKLYN)	3RD FLOOR
Wednesday March 9 10:00 A.M. Coffee	PRESS PREVIEW OF SPRING FASHIONS Semi-annual fashion show for the press by Bloomingdale's, presenting their Green Room fashions for Spring. Showing at 10:30 A.M. Attendance by invitation only. Publicity: Dervin O'Brien, VO. 5-5900.	BLOOMINGDALE'S	3RD FLOOR GREEN ROOM
Wednesday March 9 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Milgrim's Spring fashions will be presented during luncheon. Press by invitation. Public by reservation, contact: "Frank", Sert Room headwaiter, EL. 5-3000. Milgrim Publicity: Ruth Waltz, CI. 7-7200. Ted Saucier Publicity Office: Annette Goodrich, EL. 5-3000.	MILGRIM	WALDORF-ASTORIA SERT ROOM
Thursday March 10 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW Jeanne Tete will present Spring hats at a luncheon show. Press by invitation. Public by reservation; contact: Evelyn Parker, PL. 9-3000, Ext. 176. Jeanne Tete contact: CI. 5-5892. Hotel Plaza Fashion Publicity: Mary Alice Rice, CI. 6-1790.	JEANNE TETE (20 WEST 57TH ST.)	HOTEL PLAZA TERRACE ROOM
Saturday March 13 11:00 A.M.	SHOWING OF SPRING FASHIONS FOR TEENS "Spring Seasoning for Teens" -- a showing of suits, coats, dresses and accessories. Open to public. Publicity: Kay Connelly, TR. 5-3100.	MARTIN'S (BROOKLYN)	4TH FLOOR

MUSIC...MOVIES...THEATRES

Saturday
Jan. 29 PREMIERE: "THE LUCKY STIFF" (Movie) GLOBE THEATRE, B'WAY & 46TH STREET
United Artists presents Dorothy Lamour, Brian Donlevy and Claire Trevor
in an Amusement Enterprises mystery drama about a night club singer who
pretends to be a ghost in order to solve a crime. Based on novel by
Craig Rice. Producer: Jack Benny. Director: Lewis R. Foster. Costumes:
Odette Myrtil. Publicity: Tess Michaels, CI. 5-6000.

Sunday
Jan. 30
8:30 P.M. CONCERT: FRANKLIN D. ROOSEVELT MEMORIAL, WALDORF-ASTORIA, GRAND BALLROOM
Fourth Annual Franklin D. Roosevelt Birthday Memorial Concert for benefit
of National Foundation for Infantile Paralysis. Performances by world
famous concert artists, including Vladimir Horowitz, pianist; Joseph
Szigeti, violinist; Jarmila Novotna, Met. Opera; The Westminster Choir,
directed by Dr. John Finley Williamson and Mack Harrell. Program
chairman and commentator: Deems Taylor. This concert will mark the 67th
anniversary of Mr. Roosevelt's birth. Contact: Jack De Simone, FDR
Birthday Memorial Committee, 9 Rockefeller Plaza, Suite 1533, CO. 5-7460.

Week
Of
Jan. 31 METROPOLITAN OPERA: 10TH WEEK METROPOLITAN OPERA HOUSE, B'WAY & 39TH ST.
MONDAY, JAN. 31: PETER GRIMES, (Britten). Conductor: Cooper.
TUESDAY, FEB. 1: SIEGFRIED, (Wagner). In Philadelphia.
WEDNESDAY, FEB. 2: CARMEN, (Bizet). Conductor: Pelletier.
THURSDAY, FEB. 3: IL TROVATORE, (Verdi). Conductor: Cooper.
FRIDAY, FEB. 4: GIANNI SCHICCHI, (Puccini). Conductor: Antonicelli.
(Double Bill) SALOME, (Strauss). Conductor: Reiner.
SATURDAY, FEB. 5:(Mat.) L'ELISIR D'AMORE, (Donizetti). Cond.: Antonicelli.
SATURDAY, FEB. 5:(Eve.) LOUISE, (Charpentier). Conductor: Cooper.
Publicity: Margaret Carson, PE. 6-1200.

Tuesday
Feb. 1 PREMIERE: "YELLOW SKY" (Movie) ROXY THEATRE, 50TH & SEVENTH AVE.
Twentieth Century Fox presents a gripping story of emotion played out
against the rugged western outdoors. Starring Gregory Peck, Anne Baxter
and Richard Widmark. Director: William A. Wellman. Producer: Lamar
Trotti. Wardrobe direction: Charles Le Maire. Publicity: Jeannette
Sawyer, CO. 5-3320.

Tuesday
Feb. 1 PREMIERE: "MY OWN TRUE LOVE" (Movie) PARAMOUNT THEATRE, B'WAY & 43RD ST.
Paramount presents a romance of postwar London, starring Melvyn Douglas
and Phyllis Calvert. Producer: Val Lewton. Director: Compton Bennett.
Costumes: Edith Head. Publicity: Rex Taylor, BR. 9-8700.

Thursday
Feb. 3 PREMIERE: "THE BRIBE" (Movie) CAPITOL THEATRE, B'WAY & 51ST ST.
Metro-Goldwyn-Mayer presents Robert Taylor and Ava Gardner in the story
of a U.S. Government agent on the hunt for smugglers on the South
American West Coast. With Charles Laughton, Vincent Price and John
Hodiak. Director: Robert V. Leonard. Producer: Pandro S. Berman.
Costumes: Irene. Publicity: Herbert Crocker, LU. 2-2000.

Friday
Feb. 4 PREMIERE: "JOHN LOVES MARY" (Movie) STRAND THEATRE, B'WAY & 47TH ST.
Warner Bros. movie version of the Broadway production about a returned
soldier and his romantic problems, starring Ronald Reagan and Patricia
Neal. Producer: Jerry Wald. Director: David Butler. Wardrobe:
Milo Anderson. Publicity: Eve Siegel, CI. 6-1000.